

SHOWN IN THIS BOOTH  
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MICRO COOKBOOK: Best selling "information" product.

Now in it's third Christmas season, Micro Cookbook continues to set records for the information industry. Here's proof of success from selling data (information) as a software product to a traditional publisher's audience.

- o Micro Cookbook was the first successful product to go beyond word processing , data base management and spreadsheets as software categories
- o The first data file only product, Virtual Combinatics Soups & Salads, entered the top 10 best selling software titles, Christmas 1983
- o Micro Cookbook is often credited with creating the "Lifestyle" software market, estimated to be \$24 million retail per annum
- o This week Micro Cookbook is one of twenty nominated by Business Week and Softsel as the top software product of 1984 at Comdex, Las Vegas, NV
- o Using the concept of "Smart Data" recipes, Micro Cookbook achieves performance levels previously unknown to consumer software. VC's latest developments greatly expand the definition of what's possible on commonly available computer equipment
- o Virtual Combinatics software runs on IBM-PC, Apple and Commodore computers with similar functionality and performance

Virtual Combinatics has a powerful network of nine national distributors including Ingrams, Softsel, Micro D, First Software and Software Distribution Service. Traditional book, magazine or data base publishers can benefit from Virtual Combinatics's retail distribution for new "Smart Data" products VC might develop.

ORTHO's PERSONALIZED PLANT SELECTOR GUIDE: Another best seller?

A New software program serves several marketing objectives for traditional book publisher and agricultural chemicals company, the Ortho Information Systems Division of Chevron.

- o This highly personalized product uses all five digits of your zip code to customize the plant selector guide to your growing region's unique characteristics.
- o Virtual Combinatics achieves product performance levels impossible in print media or with online or conventional data base systems due to the complex nature of the horticultural information together with the constraints of developing a true consumer product
- o The ORTHO Personalized Plant Selector Guide provides a unique public relations and positioning opportunity while adding excitement to their trade selling strategy
- o "Smart Data" software presents a new revenue stream to achieve growth objectives for the division, and a prototype for the parent company
- o Infinite line extension of new titles on every possible subject in Ortho and Chevron's market area
- o ORTHO Personalized Plant Selector Guide is ready to ship for Christmas 1984

Stop by the booth and decide for yourself. Will this be another long-term best seller developed by Virtual Combinatics?

**FYI ACCESS-PAKS: Expand Your Market!**

FYI presents a new technology for distributing your information on disks. Fully indexed, cross referenced, encrypted and copy-protected; Access-Paks quickly display entries selected by key word search:

- o Delivery Now: any IBM-PC type computer
- o Customers Now: reach millions of qualified users waiting for convenient, low-cost information sources
- o Information Now: use your existing information files from online data bases, word processing or typesetting systems
- o Staffed Now: use your existing data collection, editorial and marketing staff to add or enhance revenue streams
- o Profits Now: commercially viable production runs from less than one-hundred to ten thousand or more
- o Decide Now: prototyping and testing of your new information product takes minimum time and minimum cost

**"The power of online  
with the convenience and cost of paper copies."**



## FYI FILE: Find your information!

Here's a program that helps you gain the full value from your work. Write it once. File it once. And FYI FILE will never forget what's there or where you put it! All without special marking or alteration of the text files you're producing now.

FYI FILE will fully index, cross reference, then quickly display your free-form, full-text information selected by your key word search.

- o Impressive Capacity: retrieve your information from as many as 255 separate disks in your filing library
- o Impressive Performance: search all significant words using "and"-"or"-"not" logical operators to find and display exactly what you want with your key words in context
- o Impressive Features: scroll up or down from any selected entry in your data file, reducing the need for additional searches
- o Impressive Versatility: use any word processing software that produces standard DOS data files on the IBM-PC, XT or AT

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**COMMENTS ON THE MARKET OPPORTUNITY: Now versus maybe later.**

We have identified a two year window of opportunity that lies directly on the Information Industry's long term market trajectory. This opportunity provides a migration path for electronic publishing with limited costs and controlled risk with continuous market feedback throughout the evolutionary process.

Fundamental to understanding this opportunity is changing some classical focuses for the Information Industry.

- o First, it is an information and communications revolution. Not a technical or a computer revolution. The computer and technology are mere tools.
- o Second, the industry must focus on what it does best. Focus on the quality of information. Selling information in classic formats facilitated and enhanced by technology to increase the range of strategic opportunities available for long-term profits.

At this 16th Annual Meeting of the Information Industry Association we are pleased to present two outstanding examples of companies that are delivering products today that may hold the key to your profiting from your existing information in profoundly simple ways.

Please be our guest, visit booth 206 and meet:

- o Steve James, President  
FYI, Inc.  
Austin, Texas
- o Brian Skiba, Vice President  
Virtual Combinatics  
Rockport, Massachusetts

Hastings Technical Equities represents software technologies for information analysis and presentation, relational data base management, artificial intelligence development (both procedural and declarative), and full-text information management.

All software represented by the firm is available for immediate retail/OEM delivery or for contract development assignments on all popular computer systems.

Primary product and development strategies surround the sale and enhancement of information products. Either as a direct deliverable information/data product like Micro Cookbook or as computer tools like FYI FILE.

We encourage your most challenging questions. Sooner or later we will have to find the answers anyway. So please don't delay your call.